

ORDER



WKYC

Orders	Order / Rev:	683909	
	Alt Order #:	06144549	
	Product Desc:	DCCC	
	Estimate:	1194	
	Flight Dates:	10/18/12 - 10/22/12	
	Original Date / Rev:	10/04/12 / 10/04/12	
	Order Type:	Political	
		Primary AE:	Joe Knauer
		Sales Office:	T-WAS
		Sales Region:	NAT

Agency	Name:	Great American Media/ POL	
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	1010 Wisconsin Ave. NW, Ste. 800	Billing Cycle:	EOM/EOC
	Washington, DC 20007	Agency Commission:	15%

Advertiser	Name:	Democratic Congressional Campaign	
Demographic:	A25-54	New Business Thru:	
Product Codes:	IS-Candidate/US House	Order Separation:	00:15:00
Priority:	P-5	Advertiser External ID:	
Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	38	\$58,400.00	\$49,640.00	October 2012	38	\$58,400.00	\$49,640.00	0.00
					Totals	38	\$58,400.00	\$49,640.00	0.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	38	\$58,400.00	\$49,640.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer	North America	North America	Start Of Order - End Of Order	100%

Start Of Class End Of Class

Order Share

WKYC	25%	\$58,400.00
Market	100%	\$233,600.00

For more information about the study, please contact Dr. John D. Cawley at (609) 258-4626 or via email at jdcawley@princeton.edu.

CABLE

WBNY 1% \$2,336.00

WBNX	1%	\$2,350.00
WEWS	28%	\$65,408.00

WJW 20% \$67,714.00

WJW 29% \$67,744.00
WCIS 10% \$37,375.00

WOO 16% \$37,376.00

WUAB 1% \$2,336.00

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Advertiser: Democratic Congressional Campaign Co
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N26	WKYC	10/18/12	10/19/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---TF--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 ---TF-- 1 \$1,200.00 0.00															
N27	WKYC	10/18/12	10/19/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---TF--	:30	4	\$1,400.00	P-3	0.00	NM	4	\$5,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 ---TF-- 4 \$1,400.00 0.00															
N28	WKYC	10/22/12	10/22/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M----- 1 \$1,400.00 0.00															
N29	WKYC	10/20/12	10/20/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S- 1 \$650.00 0.00															
N30	WKYC	10/22/12	10/22/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	2	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M----- 2 \$5,000.00 0.00															
N31	WKYC	10/22/12	10/22/12	Mon Prime C Mon Prime C	CM	10-11p	M-----	:30	2	\$3,000.00	P-5	0.00	NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M----- 2 \$3,000.00 0.00															
N32	WKYC	10/19/12	10/19/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 ----F-- 1 \$2,800.00 0.00															
N33	WKYC	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S- 1 \$1,800.00 0.00															
N34	WKYC	10/18/12	10/20/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	---TFS-	:30	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 ---TFS- 1 \$1,600.00 0.00															
N35	WKYC	10/18/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	---TF--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 ---TF-- 2 \$900.00 0.00															
N37	WKYC	10/21/12	10/21/12	NFL Regular Season Fo&M NFL Football	NFL Football (8:15 PM-11:30 PM)	-----S	:30	1	\$10,250.00	P-3	0.00	NM	1	\$10,250.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S 1 \$10,250.00 0.00															

Totals

38

\$58,400.00